

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

YAT & C (PMU) Department - Tourism Promotion - Telecasting of A.P. Tourism Logo in various Channels - Sanction of Rs.94,79,978/- (Rupees ninety four lakhs seventy nine thousand nine hundred and seventy eight only) - Orders - Issued.

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YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No 779

Dated 07-10-2013.
Read the following:-

1. From M/s. JWT Mindset Advertising Private Limited, Hyderabad, Letter Dated: 23-07-2013
2. Government Letter No.4487/PMU/A(2)/2013, YAT & C (PMU) Department, Dated: 30-07-2013
3. From M/s. JWT Mindset Advertising Private Limited, Hyderabad, Lr., dated: 28-08-2013.
4. G.O.Rt.No.737, YAT & C (PMU) Department, Dated 17.09.2013.
5. From M/s. JWT Mindset Advertising Private Limited, Hyderabad, Letter dated 16.09.2013.
6. From M/s. JWT Mindset Advertising Private Limited, Hyderabad, Letter dated 26.09.2013.

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ORDER:

In the reference 4th read above, Government have sanctioned an amount of Rs.1,76,80,308/- (Rupees one crore seventy six lakhs eighty thousand three hundred and eight only) and release an amount of Rs.43,96,344/- (Rupees forty three lakhs ninety six thousand three hundred and forty four only) as part payment to M/s.JWT Mindset Advertising Private Limited, Hyderabad towards the cost of telecast of advertisement captioned “AP Tourism - Everything is possible” from 1st to 15th August, 2013.

2. In the reference 5th & 6th read above, M/s. JWT Mindset Advertising Private Limited, Hyderabad has submitted bill for an amount of Rs.94,79,978/- towards the cost of telecast of advertisement captioned “AP Tourism- Everything is possible” logo from 16th August to 15th September, 2013 and requested to make the payment.

3. Government, after careful examination of the matter hereby released an amount of Rs.94,79,978/- (Rupees ninety four lakhs seventy nine thousand nine hundred and seventy eight only) as 2nd part payment to M/s. JWT Mindset Advertising Private Limited, Hyderabad towards telecasted the A.P. Tourism Logo “AP Tourism -Everything is possible” in the following channels from 16th August to 15th September, 2013.

S.No.	Name of the Channel	Spots	Total duration
1.	Aajtak	204	2040
2.	ABP News	203	2030
3.	Colors	167	1670
4.	Discovery / TLC	156	1560
5.	Fox Traveller	193	1930
6.	NDTV 24 X 7	174	1740
7.	NDTV India	52	520
8.	Star Plus	68	680
9.	Times Now	187	1870

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4. The amount sanctioned at para - 3 above shall be debited to the following Head of Account:-

“3452-Tourism, 01-Tourist Infrastructure, 102, Tourist Accommodation & other facilities to Tourists - Schemes included in PLAN, 11- Normal State Plan, 13-Tourism PMU, 260-Advertisements, sales and publicity Expenses”.

5. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount released at para - 3 above and disburse the same to M/s. JWT Mindset Advertising Private Limited, Hyderabad through online. The following are bank account details:

Bank Name	:	The Hongkong Shanghai Banking Corporation Limited
Bank Brach	:	Somajiguda
Bank Account No.	:	0823 0358 7001
IFSC Code	:	HSBC 0500 002

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
M/s. JWT Mindset Advertising Private Limited,
Avenue-3, Road No.14, Banjara Hills, Hyderabad 500 014.
The Assistant Secretary to Government and Drawing & Disbursing Officer,
YAT & C (PMU) Department,
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.
The Accounts Officer, YAT & C (PMU - Claims) Department.
SF/SCs.

//Forwarded :: By Order//

SECTION OFFICER